

8 website under said unique identifier information about said  
9 good, said website being further adapted to permit a  
10 prospective purchaser to view said information;  
11 wherein said unique identifier corresponds to said good  
12 on said website.

#### REMARKS

Applicant's counsel thanks the Examiner for a very careful examination of the present application, and also for the very helpful telephone interview conducted April 4, 2002. Claim 1 has been amended to more clearly describe the invention. Basis for the amendment to claim 1 can be found at page 4 line 10 of the specification.

Claim 1 has been rejected under 35 USC § 103(a) as being allegedly obvious over Klingman in view of Signs of the Times 'An Outdoor Web World', 8/1997, p36 (Signs of the Times), and further in view of Shane.

During the telephone interview, the independent claim 1 and the cited references were discussed. It was pointed out how the main reference Klingman does not disclose a method of marketing as claimed in the present application, but rather discloses a completely different method. Specifically, Klingman does not teach a method of marketing a good or service. Rather, Klingman teaches a system for secure electronic selling whereby a web-surfer who encounters a product for sale over the internet can be assured that the seller of that product is whom he purports to be. The Klingman method consists essentially of the following 4 steps:

1. A seller downloads software from an online website.
2. That seller then uses the downloaded software to fill out an E-registration form (offline) containing details about himself and his product for sale.
3. The seller then must dial (via a Telco connection) directly into a remote computer (i.e. not over the

internet) using a 900-number to upload his E-registration form.

4. A potential purchaser can then buy the product over the internet if he happens upon the website where the E-registration form has been uploaded, assuming that the potential purchaser is in the market for the advertised product.

In Klingman, the remote computer in step 3 above compares the seller information provided in the E-registration form with the caller-ID information it receives through the Telco connection. This is how Klingman ensures the seller is whom he says he is. The Klingman method requires that a seller not block his caller-ID, otherwise the remote computer will simply terminate the connection. (See Klingman, col. 9 lines 16-28, col. 10 lines 12-30, col. 12 lines 19-26).

Clearly, Klingman's method is completely different from the presently claimed sign and method of marketing goods. Klingman nowhere teaches or suggests providing a sign with a preprinted website address and a space for a unique identifier, and posting information on the referenced website about the good or services advertised by the sign under the unique identifier. Also unlike the claimed invention, in Klingman a potential purchaser is not led to a website by a sign advertising the actual good or service for sale. Rather the purchaser in Klingman is left to discover the website while he is web-surfing, and then by chance be interested in purchasing the advertised good.

Conversely, in the claimed method, a purchaser can see the good for sale (i.e. in person). If he is interested in the good, he can note the unique identifier from the associated sign, and visit the indicated website to get more detailed information or purchase the good. Thus, the claimed method is entirely different from the teachings of Klingman, and is not made obvious thereover.

Regarding Shane, Shane is not a method for marketing a good for sale at all. Rather, Shane teaches a method for

assigning unique identification codes to the names on a proprietary consumer mailing list so that a direct-mail advertiser who licenses such a list for single-time use can identify which of the consumers from the list have responded to the direct-mail advertisement. Hence, Shane does not teach assigning unique identifiers to goods for sale; rather Shane teaches assigning identification numbers to the recipients of direct-mail advertisements to identify the consumers themselves.

Signs of the Times only shows billboards advertising the existence of websites. Signs of the Times does not teach or suggest the method of marketing according to the invention, whereby a consumer is led to a website by a sign indicating a good is for sale and that contains a unique identifier, whereby the consumer can go directly to the information about the advertised good using the unique identifier on the website.

In view of the foregoing, none of the above references, taken alone or in combination, teaches or suggests providing a sign "having a preprinted website address, a space for a unique identifier, and an indication that a good is for sale" as recited in claim 1. Neither do the above references (singly or in combination) teach or suggest providing a website at the indicated website address that is "adapted to permit a seller to post on said website under said unique identifier information about said good" as also recited in claim 1.

Therefore, the Examiner's rejections of claim 1 under section 103 are overcome, and claim 1 is believed to be allowable. All remaining claims are dependent claims, and are therefore also allowable.

If there are any fees required by this communication which are not covered by an enclosed check, please charge such fees to our Deposit Account 16-0820, Order No. 32759US1.

Respectfully submitted,

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**Marked Up Claim 1**  
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IN THE CLAIMS:

Please amend claim 1 as follows:

1. (amended) A method for marketing a good comprising the steps of:

a) providing a sign, said sign having a preprinted website address, a space for a unique identifier, and an indication that a good is for sale, and

b) providing a website at said website address, said website being adapted to permit a seller to post on said website under said unique identifier information about said good, said website being further adapted to permit a prospective purchaser to view said information;-

wherein said unique identifier corresponds to said good on said website.